



WKMG

# ORDER

Flight Dates 09/17/12-09/21/12

Contract / Revision      **258985 /**  
Original Date / Revision  
                                  09/13/12    09/13/12  
Advertiser **POL/Connie Mack/R/Sen/FL**

Product  
**MACK FOR SENATE**  
Agency Com    15%  
Billing Contact  
**919 Prince Street**  
**Alexandria, VA 22314**

Agency    **John McLaughlin & Associa**  
Buying Contact **Marianne Campbell**  
**919 Prince Street**  
**Alexandria, VA 22314**

Sales Office    PHI  
Sales Region NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #            **468**  
Alt Order #           **06314597**  
Billing Type          Cash  
Order Type          GENERAL  
Billing Cycle        EOM/EOC  
Billing Calendar    BROADCAST  
Demographic       A18+  
Rev Codes           AGY        POL        CAND  
Product Codes    PL-Senate-Republican  
Priority                P-3  
Advertiser Ref

Primary Account Executive  
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	2	\$680.00	\$800.00	0.00	08/27/12	09/20/12	2	\$680.00	\$800.00
<b>Totals</b>	<b>2</b>	<b>\$680.00</b>	<b>\$800.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/18/12	09/20/12	Local 6 News 12-1230p CM		12-1230p	-T-T---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---		2				\$400.00		0.00			
														<b>Totals</b>	<b>2    \$800.00</b>